



STATE OF
IDAHO
U.S.A. | DEPARTMENT OF COMMERCE

July 2011

Division of International Business

Take advantage of upcoming domestic and international events that will help you expand your business globally

Newsletter Highlights

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Lt. Governor's Trade Mission Brazil and Mexico 2011
December 3-10, 2011

Lt. Governor Brad Little will lead a delegation of Idaho companies to Sao Paulo, Brazil and Mexico City, Mexico, December 3rd through the 10th, 2011. Companies participating in the mission will receive a customized appointment schedule, business and cultural briefings, an in-country business networking reception, access to the Idaho Valued Partner Award for existing customers and partners and high level access to business and government decision makers.

Brazil and Mexico were selected as trade mission destinations based on Idaho company feedback, and analysis of market potential for Idaho products and services. Mexico is the United States' 3rd largest trading partner and 2nd largest export market. Exports from the U.S. to Mexico were up 28% in 2010, compared to the same timeframe in 2009. Idaho has a well established presence and reputation in Mexico through the Trade Office managed by Armando Orellana. Brazil is the world's 8th largest economy and the largest in South America. Brazil is also one of the world's fastest growing economies with a GDP growth rate of approximately 5%.

Companies interested in learning more about how to increase their export business to Mexico and Brazil by participating in the trade mission, should contact Christy Newbold at (208) 334-2650 Ext. 2129.

Trade mission flyer and registration form may be found [here](#)

Mexico Trade Manager Visit

Mr. Armando Orellana, Idaho- International Trade Manager (Guadalajara, Mexico), will be making a fall visit to Idaho. He will be available to meet with Idaho companies to discuss export strategies, country specific updates, market trends and international trade events.

If you are interested in the Mexico market and you would like to meet with Mr. Armando Orellana between September 12 and September 22 for a one-on-one consultation, please contact [Christy Newbold](#) (208) 334-2650 ext. 2129.

Export Excellence

The IDEC is currently looking for candidates for [Export Excellence 2011](#). Export Excellence is an ACTION ORIENTED PROGRAM led by Idaho's top export professionals who quickly help companies identify and exploit their best export opportunities.

The IDEC is looking for a select group of Idaho companies interested in creating

and implementing an Export Action Plan that will help you quickly target and exploit your best export opportunities.

ExEx helps companies:

- learn how exports can dramatically drive growth
- identify hurdles and address specific issues that prevent export expansion
- develop a personalized export action plan that targets a company's best export opportunities

Participants will meet once per month (Sep 14, Oct 12 & Nov 9) in Boise at the Idaho State Department of Agriculture for a full day of classes and activities. If you are interested, contact [Bill Mullane](#) at (208) 863-4259.

Idaho - China Investment and Economic Cooperation Forum

The State of Idaho has enjoyed many years of strong partnership with the China Council on Promotion of International Trade (CCPIT). This organization has been a valuable resource to the state and our companies during missions to China and promotion of Idaho industries and products. In June, the CCPIT led a delegation of over 70 Chinese business and government representatives to Boise.

On June 30th, the Idaho Department of Commerce and the Idaho State Department of Agriculture hosted the Idaho-China Investment and Economic Cooperation Forum in Boise. Lt. Governor Brad Little provided welcome remarks, presentation from Director of Commerce Don Dietrich shared trade and investment opportunities in Idaho, while regional economic development specialists highlighted diverse Idaho industries and companies. The forum included a dynamic panel discussion connecting the CCPIT delegation and 37 Idaho company participants with representatives of Micron, Idaho State Regional Center, Nunhems and Paksense.

An ongoing dialogue was developed to address the Idaho business environment and future partnership between CCPIT delegates, Idaho economic representatives and other business participants. The CCPIT delegation praised the event and their relationship with the people of Idaho. This reinforced bond between the CCPIT and our State will prove beneficial for future trade and investment activities.

Japan Building Materials Sales Mission

The Idaho Department of Commerce, in conjunction with the Evergreen Building Products Association, sent a delegation of Idaho companies to Japan on a three-

city sales mission for building materials. The companies visited Tokyo, Osaka, and Fukuoka to present their wares to carefully selected Japanese buyers. The presentations included a mini-trade show and pre-arranged match-making meetings. Japan sales missions have generated over \$46 million dollars in sales for participating companies since its inception in 1994.

To participate in future sales missions and trade shows related to building materials, please contact [Jake Klossner](#) (208) 334-2650 x2113.

International Trade Shows

Clean Energy Expo Asia 2011

1-3 November, 2011

Suntec, Singapore

Clean Energy Expo Asia (CEEA) is the premier Trade Fair and Conference in the Asia-Pacific region, bringing together the leading players from the Technology, Services, Finance and Government sectors, in order to address key issues in the areas of renewable energy, energy efficiency and sustainable mobility solutions. Event brochure may be found [here](#).

If you have questions about the renewable energy sector contact: [Jennifer Verdon](#) at (208) 334-2650 ext. 2117.

News and Items of Interest

[Using the Internet to Export](#)

With 2 billion internet users worldwide, the Internet is a valuable resource to expand and stay competitive globally. Small and medium-sized companies can broaden their market presence by adopting online business practices tailored towards foreign markets. It is important to choose specific markets instead of targeting the whole world.

Some features that your company should incorporate are:

- Language (key to reaching larger audiences)
- Cultural nuances, such as differences in color association and symbols
- Payment preferences
- Pricing in the appropriate currency
- Currency converter

- Use of metric measurements

There needs to be an active effort to promote the site to remain competitive.

Consider:

- Buying ads in offline publications
- Putting your domain name on business cards, letterheads, envelopes, packaging, and promotional materials
- Registering your site with various search engines
- Advertising your site with Google AdWords
- Research effective keywords and use extensively on your page

A good customer service program may include: allowing customers to track orders, developing a plan to respond to inquiries in foreign languages, displaying clear contact information, setting up a toll free phone number, and adding a FAQs page in the foreign language.

Before actively targeting a certain market it is important to familiarize yourself with their advertising regulations, online privacy laws, preferred payment types, tax requirements, and shipping/labeling requirements, etc.

Discovering Croatia: Gateway to Eastern Europe

Snjezana Borak, International Business Intern and native of Croatia

Croatia is a small country in Southeastern Europe likely to become the newest member to the European Union, as of 2013. It is a member of NATO and the WTO. It increasingly looks towards Western Europe and the US for cooperation and trade, making it a good entry point for exporters interested in this region.

Croatia's top industries include chemicals, plastics, shipbuilding, foodstuffs, electronics, petroleum refining, and tourism. It has a well educated and multilingual workforce, and purchasing power remains relatively high. As Croatia prepares to integrate into the EU, business opportunities will grow for US companies positioned to assist in modernization of the country. The greatest opportunities lie in the energy and infrastructure sectors.

Much trade en route to Eastern Europe or the Middle East must pass through Croatia. Transport features include several important European motorways and access to the Mediterranean Sea with over 5,000 ports.

Visit the U.S. Commercial Service [Market Research Library](#) for a Country Commercial Guide to Croatia or search for other nations.

"We Create Jobs. Strengthen Communities and Market Idaho."

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